Overcoming Barriers to Cycling in Low Income and Minority Communities

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ibpi
Initiative for Bicycle & Pedestrian Innovation

Community Cycling Center
The Community Cycling Center
Focus on Community
Background

• Increased federal funding since ISTEA
• Evidence of health benefits growing
• Potential for cycling as a travel mode
# Trip Distance in the US

<table>
<thead>
<tr>
<th></th>
<th>Shopping</th>
<th>Work</th>
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<tbody>
<tr>
<td>Under 1 mile</td>
<td>50%</td>
<td>22%</td>
</tr>
<tr>
<td>Under 2 miles</td>
<td>70%</td>
<td>39%</td>
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</table>
Research on Cycling
Focused on Environmental Factors

- Quality of Route
- Traffic Conditions
- Signals, Lane Design, Surface Condition
- Safety, Lighting
- Access to Specific Land Uses
- Weather
- Other Amenities
Research on Bike Facilities
In Portland

• Bike Boxes
• Cycle Tracks
• Bike Boulevards
Research on Programs

In Portland

• Safe Routes to Schools
• SmartTrips
• Sunday Parkways
What We Know (or Don’t) About Cyclists

- More likely to be male, younger
- Lack understanding of cycling behavior
- Little to no research on cycling among women, low-income and minority communities
Reaching Everyone

60% Interested, but Concerned

10% Confident

30% No Way, No How

Who are these people? What are their interests? What are their concerns?
2030 Bike Master Plan

BICYCLING IN PORTLAND HAS EVOLVED

PRE-BMP  →  1996 BMP  →  2009 BMP

FEARLESS CYCLIST  →  CONFIDENT CYCLIST  →  ALL PORTLANDERS

"WHO" WE ARE PLANNING FOR HAS CHANGED WITH TIME"
Population of Multnomah County, 1990 to 2008

- White: 85.2% to 73.7%
- People of Color: 14.8% to 26.3%
Project Goal

Understand cultural and socio-economic barriers to bicycling within communities of color
Project Approach

Establish partnerships with the community and discover where cycling could be a viable solution to health & transportation priorities
Program Design Model

PUBLIC POLICY
national, state, local laws

COMMUNITY
relationships among organizations

ORGANIZATIONAL
organizations, social institutions

INTERPERSONAL
family, friends, social networks

INDIVIDUAL
knowledge, attitudes, skills

Program Strategy
Methods: Needs Assessment

- Met with community leaders
- Identified two community partners
- Surveyed community members
- Conducted five focus groups
Met with Community Leaders

- Met with 75 individuals and groups
- Received feedback
- Modified approach
Lessons Learned

- Over-surveyed
- No steering committee
- Compensate for time
- Make a commitment
Identified Partners

- Hacienda Community Development
- Housing Authority of Portland: New Columbia
Partners

New Columbia: Housing Authority of Portland

Community Cycling Center

Hacienda Community Development Corporation
Hacienda

• 1800 residents, 50% children
Hacienda: Street Context
New Columbia

- 2500 residents, 50% children
- 11 languages, 22 countries
New Columbia: Street Context
Surveyed Community

- 148 surveys at 6 neighborhood events
- Themes: Cost, Safety, Riding
- 52% ride – recreation and errands
Conducted Focus Groups

• Five events
• 48 participants
• Latino, African and African-American
• Child care provided
• Culturally-specific foods
• Conducted in English and Spanish
• Translation in Somali
Cost, Access to a Bike

- I don’t have a bike,
- It costs too much
- My bike is broken
Safety

- I don’t like riding on streets
- I don’t know safe routes
- I don’t feel safe in my neighborhood
- I don’t have a safe place to put my bike
Riding a Bicycle

- I want my children to ride
- I don’t know how to ride
- I don’t speak English
- I want to ride with a group
Common Themes: Good News

- Bicycling for Health
- Riding with a Group
Common Themes: Bad News

- Cost
- Knowledge
- Safety: Fear of Cars
- Safe Storage
- Cultural Perceptions
Cost

I don’t have a bike: they cost too much

- African American: 28.57%
- Hispanic: 61.90%
- African: 73.68%

“Bikes get thrown away because we don’t know where to get parts. In Somalia we would fix everything. Here they get thrown away.”

Total Group

- 60.42% Concerned
- 39.58% Not a concern

Focus Group Comments

- Bikes are expensive
- Don’t know how to repair
- Don’t know where to take bikes for repair
- Repairs are expensive
- Unaware of resources for low cost repairs and tool use
Riding

I want to ride with my kids

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>African American</td>
<td>14.29%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>63.16%</td>
</tr>
<tr>
<td>African</td>
<td>47.62%</td>
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Total Group

47.91% Concerned
52.09% Not a concern

Focus Group Comments

- Difficult to do with children
- Fear of falling
- Fear of the police
- Lack of knowledge about laws, rights
- Lack of knowledge about safe routes
Riding

I need to learn how to ride

- **African American**: 14.29%
- **Hispanic**: 19.05%
- **African**: 57.89%

**Total Group**

- 33.33% Concerned
- 66.67% Not a concern

**Focus Group Comments**

- Difficult to do with children
- Fear of falling
- Fear of the police
- Lack of knowledge about laws, rights
- Lack of knowledge about safe routes
Riding

I would like to ride with a group

African American 57.14%
Hispanic 42.86%
African 63.16%

Total Group

52.08% Concerned
47.82% Not a concern

Focus Group Comments

- Difficult to do with children
- Fear of falling
- Fear of the police
- Lack of knowledge about laws, rights
- Lack of knowledge about safe routes
Safety

I don’t have safe bike storage

African American 28.57%
Hispanic 57.14%
African 15.79%

Total Group

35.42% Concerned
64.58% Not a concern

Focus Group Comments

- Fear of danger from moving vehicles
- Don’t know how to put helmets on correctly
- Have questions about laws and insurance
- Don’t know how to avoid trouble spots on bike

“We could not leave our bikes out on the patio where there is room because they would get stolen.”
Safety

I don’t feel safe in my neighborhood

- African American: 0%
- Hispanic: 61.90%
- African: 10.53%

“There is no safe place for the kids in the neighborhood”

Total Group

- 31.25% Concerned
- 68.75% Not a concern

Focus Group Comments

- Fear of danger from moving vehicles
- Don’t know how to put helmets on correctly
- Have questions about laws and insurance
- Don’t know how to avoid trouble spots on bike
Safety

Concerned about being pulled over by police

- **African American**: 0%
- **Hispanic**: 42.86%
- **African**: 0%

**Total Group**

- **18.75%** Concerned
- **81.25%** Not a concern

**Focus Group Comments**

- Fear of danger from moving vehicles
- Don’t know how to put helmets on correctly
- Have questions about laws and insurance
- Don’t know how to avoid trouble spots on bike

“What if the police stop you because you are not wearing a helmet or the right gear?”

Photo: BikesPortland.org
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Safety

Drivers are going to be hostile toward me

African American: 100%
Hispanic: 0%
African: 0%

Total Group

14.58% Concerned
85.42% Not a concern

Focus Group Comments

- Fear of danger from moving vehicles
- Don’t know how to put helmets on correctly
- Have questions about laws and insurance
- Don’t know how to avoid trouble spots on bike

“I don’t feel well informed about the rules of the road and the rights of bicyclists. I am not sure where to go to learn bike laws?”
# Solutions: Community-Based Projects

<table>
<thead>
<tr>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike Club</td>
<td>Bikes for Kids</td>
<td>Create a Commuter</td>
<td>Family Ride</td>
<td>Bike Mobile/ I Ride</td>
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- Develop local working group to engage leadership,
- Leverage partnerships,
- Increase ridership
- Identify policies to remove barriers
Solutions: Make Success Visible

I ride coz it’s fun!

I ride for fun and fitness.

I ride because it’s the best way to travel.

Ride with us

Ride with us

Ride with us
Lessons Learned: Process

**Partners**
- It’s all about relationships
- Be genuine
- Offer something

**Programs**
- It’s all about relationships
- Be inclusive
- Develop skills & leadership

**Organization**
- Be realistic about capacity
- Increase cultural competence
- Be flexible
Program Recommendations

- Bike Ownership Programs
- Bicycle Training Workshops
  - Riding and Routes
  - Repair Clinics
  - Legal Workshops
- Residential Management Education/Assistance
  - Policy and Physical Revisions
  - On-Site Tool Sharing and Repair
Thank You!